

1      **IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

2      Serial No. ....  
3      Filing Date .....  
3      Confirmation No. ....  
4      Inventorship ..... Danker  
4      Applicant ..... Microsoft Corporation  
5      Group Art Unit .....  
5      Examiner .....  
6      Attorney's Docket No. .... MS1-1879US  
6      Title: Targeted Advertising in Conjunction with On-Demand Media Content

7      **INFORMATION DISCLOSURE STATEMENT**  
89      *References -- See Attached Form PTO-1449*10     **REMARKS**

11     The citations listed, copies attached, are submitted in compliance with the  
12     duty of disclosure defined in 37 CFR §1.56. The Examiner is requested to make  
13     these citations of official record in this application.

14     Respectfully Submitted,  
1516     Date: 3/24/0417     By: Kayla D. Brant  
18     Kayla D. Brant  
18     Reg. No. 46,576

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<p>Substitute for form 1449A/PTO</p> <p><b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b></p> <p><i>(use as many sheets as necessary)</i></p>				<p><i>Complete if Known</i></p>	
<p>Sheet</p>		<p>1</p>	<p>of</p>	<p>2</p>	<p>Application Number</p>
					<p>Filing Date</p>
					<p>First Named Inventor</p>
					<p>Danker</p>
					<p>Group Art Unit</p>
					<p>Examiner Name</p>
					<p>Attorney Docket Number</p>
					<p>MS1-1879US</p>

Examiner Signature		Date Considered	
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**\*EXAMINER:** Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

**Burden Hour Statement:** This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U. S. Patent and Trademark Office, Washington, DC 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.**

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Substitute for form 1449B/PTO				<i>Complete if Known</i>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>				Application Number	
				Filing Date	
				First Named Inventor	Danker
				Group Art Unit	
				Examiner Name	
				Attorney Docket Number	MS1-1879US
Sheet	2	of	2		
<i>(use as many sheets as necessary)</i>					

## NON PATENT LITERATURE DOCUMENTS

Examiner Signature		Date Considered	
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